

THE EFFECT OF THE SICEPAT SYSTEM ON CUSTOMER SATISFACTION

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Abstract: Sicepat is a Logistics Company that provides goods delivery services and transportation services. Sicepat is a shipping company that was founded in 2014. This freight forwarding company claims that the delivery of goods will arrive quickly. Based on the latest technology system, Sicepat provides a fairly good quality of service in terms of delivering goods.. Sicepat is included in the excellent category and the level of consumer loyalty is included in the good category. Sicepat has the largest branches and outlets in all cities in Indonesia. The main problem of the research discussed in this journal is how the quality of Sicepat's services to customers in the era of the Covid-19 pandemic. This study aims to determine the increase in satisfaction with customers who use sicepat services and to find out that Sicepat has carried out the claims made by the company. This study was designed using quantitative descriptive methods and SWOT analysis, data collection was carried out by distributing questionnaires to respondents and the data obtained from the questionnaire were 167 respondents, then the data was processed and then tested with statistics using spss. The results of this study show that currently, Sicepat is an Expedition company with the delivery of goods on time, quickly, and by the claims made by the company. Sicepat realizes how important the right marketing strategy is to retain consumers. The quality of service is a consideration for consumers to make decisions about using the company's services. Sicepat also maintains the company's image in the eyes of the public to increase customer satisfaction and quality delivery in the territory of Indonesia.

Keywords: *Service, Expedition, Customer*

Introduction (Include Literature Review)

Despite the pandemic, freight forwarding services have increased in all parts of the industry. The logistics sector is one of the industries that has developed significantly. This is due to changes in people's behavior to shopping online using use freight forwarding services as a form of preventing the spread of the pandemic so various logistics service providers in Indonesia have also recorded an increase in the volume of the goods delivery. Freight

forwarding services are the main part of online transactions because they are fast, easy, safe, and practical in terms of shipping goods. The increasingly high consumer needs, as well as the development of online stores or e-commerce businesses, show the high enthusiasm of consumers for goods delivery services (Darmawan, 2021)

The high market response has led to increasingly complex consumer demands. This causes marketers to have to observe the market and respond with a bid value design that can realize consumer expectations (Kotler and Keller, 2013). The fulfillment of consumer needs today is more individualist and demands everything minimally wrong (Aaker, 2013). It is important to pay attention to customer satisfaction as a basis for long-term oriented business success for the company (Monavvarian et al., 2015).

Efforts to increase customer satisfaction are one of the formulations of strategies to form customer loyalty through an earlier level of behavior, namely a good impression of their the brand and company, having an impact on purchasing intentions and forming repurchase habits (Janghyeon et al., 2011; Awan and Asad, 2014; Shahroudi and Naimi, 2015).

Customer satisfaction can be influenced by several variables such as price, brand equity, and service quality (Darmawan, 2009; Aaker, 2013; Keller, 2013). The response to the price positively affects customer satisfaction but the perceived reasonableness of the price can be negatively affected by the vulnerability of the customer. Brand equity that has strength will have an impact on appeal to consumers and lead to purchasing decisions (Keller, 2013).

Sicepat Express is a shipping company that was founded in 2014, this freight forwarding company claims that the delivery of goods will arrive at a fast time. Based on the latest technology system, Sicepat Express has the

largest branches and outlets in all cities in Indonesia. Competition in the world of service delivery diverse, such as Pos Indonesia, Tiki, J&t, JNE, Indah Cargo, and others. (Indrawan & Andrian, 2021)

Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the thought product against the expected performance (or results). If the performance is below expectations, the comments are not satisfied. If the performance meets expectations, the consumer is satisfied. Sicepat Express provides a fairly good quality of service in terms of delivering goods and also shipping goods. However, consumers are uncomfortable with the response given by Sicepat Express when consumers send or pick up packages at Sicepat outlets, this consumer will meet Sicepat Express employees.

Service Quality is a dynamic state that is closely related to products, services, and product resources from the company that can be obtained a good image of consumers and will eventually gain consumer loyalty. Based on the above background, the author is interested in knowing whether there is a relationship between "The Effect of Service Quality and Company Image on Consumer Satisfaction on Sicepat Express". The purpose of this study is to test the effect of service quality and company image on consumer satisfaction in Sicepat Express. on Consumer Satisfaction on Sicepat Express (Tjiptono (2011) in Randi (2020).

One of the main activities carried out by the company to maintain its company in meeting the needs and desires of its consumers is to carry out marketing activities. (Kotler and Keller (2016:27)

The quality of service and innovation in the acquisition service company is increasingly improved to create customer satisfaction. Customer satisfaction in the products and services provided can be the success of a

company (Thurau and Klee,1977). All service companies including expedition services must prioritize service and satisfaction to retain customers (Dehdahshti and Bahrai Nizade et all 2013:115).

During the pandemic, consumers have almost forgotten about the brand and communication through digital advertising will increase brand awareness again (Santoso, 2019). This digital behavior also encourages the expansion of online consumers no longer in the millennial generation (Wibowo and Haryokusumo, 2020).

E-commerce (electronic commerce) is a part of e-business (electronic business) related to the activities of buying and selling goods/services through the Internet. E-commerce also includes activities that support such transactions, such as advertising, marketing, consumer support, security, shipping, and payments (Laudon & Laudon, 2014). Consumer satisfaction with a certain product or service depends on several factors such as the amount of cost to move to another product or service, the similarity of quality, quantity or service of the type of substitute goods or services, the risk of changing costs due to substitute goods or services, and changes in the level of satisfaction obtained from new products compared to the experience of previous products that have been used according to (Widjaja, 2016).

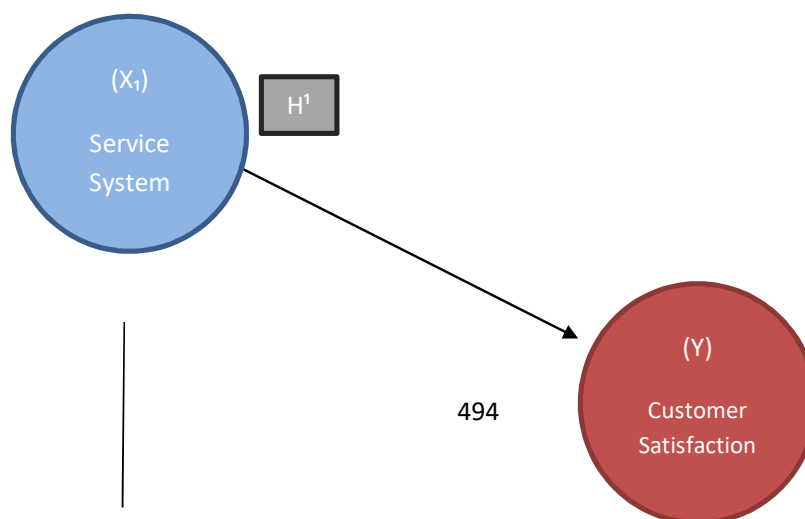
Customer satisfaction can be interpreted as a comparison between expectations or expectations before purchase and the perception of post-purchase performance. The conclusion that can be drawn from the above definition is that the concept of customer is satisfaction includes the difference between expectations and perceived performance results. Customer satisfaction is the basis for achieving loyal or loyal customers according to Purnomo Edwin Setyo (2017).

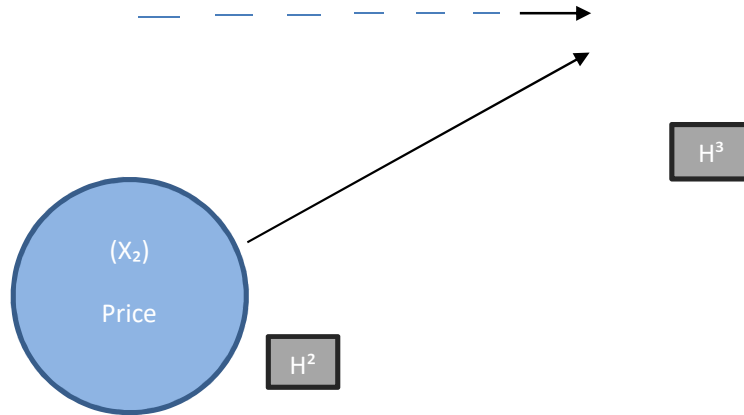
Performance is the result or level of success of a person as a whole during a certain period in carrying out tasks compared to various possibilities, such as standard work results, targets or goals, or criteria that have been determined in advance and have been mutually agreed upon (Rivai and Basri, 2005:14) in Kaswan (2012).

Method

This research used a type of quantitative research. This research collected data, theory, and data analysis. The quantitative method is through the use of data retrieval techniques by distributing questionnaires to respondents. Then the author took the collection of primary data through questionnaires. The subjects in this study were service users from Sicepat. The population of this study were all customers of Jasa Sicepat and the samples of 167 respondents.

Discussion and Result





H¹ = Alleged Service System has a Positive and Significant effect on Customer Satisfaction.

H² = Alleged Price Has a Positive and Significant Effect on Customer Satisfaction

H³ = Alleged Service System and Price Mediate Customer Satisfaction.

Table 1.1

Shipping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Suitable	124	74.3	74.3	74.3

Not Suitable	1	.6	.6	74.9
Neutral	42	25.1	25.1	100.0
Result	167	100.0	100.0	

Table 1.2**Package Damage**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	True	11	6.6	6.6	6.6
	False	156	93.4	93.4	100.0
	Result	167	100.0	100.0	

SWOT STRENGTH**STRENGTH**

SiCepat is the number 1 express package delivery service in Indonesia, which has the power to commit to send goods quickly within 15 hours to arrive in the hands of the recipient, Sicepat also has a regular delivery service within 1-2 days at most. After making a delivery Sicepat will send the receipt number directly via the recipient's email package. Sicepat also has an accurate weighing of goods so there is no need to worry about

weighty errors in the scales, besides that Sicepat is also able to provide services to facilitate tracking packages so that the package is easily detected and avoids shipping errors to inappropriate addresses.

WEAKNESS

SiCepat is a new company in the field of expeditions, therefore SiCepat is still developing in its field and inexperienced, SiCepat has not been able to send goods abroad and still handles packages only in the country. Packages have sometimes in the hands of the recipient, but the delivery status is late for updating. The fail in delivery status is very rare only occasionally.

OPPORTUNITIES

SiCepat has affordable shipping costs and is still fairly standard for the delivery of the Jabodetabek area, SiCepat makes it easier for its users to deliver goods in a fairly fast time. Easy delivery of goods is done quickly and even the delivery of goods can be done by all circles. There is no other brand other than SiCepat has several branches and outlets spread throughout the city of Indonesia and is even easy to find.

THREATS

SiCepat is arguably included in the upper middle class and lower middle class, even SiCepat only focuses on the Online Shop and E-Commerce markets just like other expeditions, and that makes SiCepat a fierce rivalry with other expeditions. Promotion from competing companies is more optimal, therefore Sicepat must make more attractive promotions for users. Many SiCepat's market demands can be defeated with expedition services that have been somewhat longer than SiCepat, and it is a pity that SiCepat can only open 1 branch or outlet in each region.

Conclusion

From the conclusion of the data above, it is known, that Customer are quite satisfied with the services provided by Sicepat. Sicepat delivery can send Customer orders within 15 hours – according to ETA, at a price that matches the location and weight of the goods or packages. From the data, it can be seen that customer problems who use Sicepat services are very little damage to goods, exchanged or lost. Branches of the sicepat expedition company are easy to find on the territory of the community. Currently, Sicepat Ekspres is in the 2nd position as the largest shipping company in Indonesia. By carrying out the value of FAST (Focus, Active & Creative, Service Excellence, and Teamwork), the company is committed to continue improving its services and becomes the best expedition partner for sellers in the e-commerce business. Couriers from the Sicepat expedition are relatively friendly and polite to their customers, so they get a good assessment from the respondents who use the expedition service. The respondents from the data above also recommend the people around them to use Sicepat services because they already felt good service from couriers, customer services, and other Sicepat staff.

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